

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:560
ANSWERED ON:03.03.2005
DD'S DTH SERVICE
Narhire Smt. Kalpana Ramesh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government is aware that DTH service provided by Doordarshan is not gearing up ;
- (b) if so, the reasons therefor ;
- (c) whether the Government is also aware that most of the channels provided by Doordarshan DTH services are unpopular as a result of which the response amongst viewers is low ; and
- (d) if so, the steps taken/ proposed to be taken to include more popular channels in Doordarshan DTH service to attract viewers ?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (d) : Prasar Bharati has informed that Ku Band (Free-to-Air DTH) transmission service of Doordarshan, DD Direct Plus, launched on 16th December, 2004 carries 16 Doordarshan channels, 2 Parliament channels, one Education Channel and 14 Private Free-to-Air channels, along with 12 All India Radio Channels. DD Direct Plus has proved to be popular with viewers, in view of estimated sales of over 2 million Ku-Band receive systems in the country. The number of TV Channels is envisaged to be increased to cover other popular channels as well.